



From endorsement to celebrity co-branding: personality transfer

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Résumé en anglais	<p>A brand's personality is rooted in different sources, including its spokespersons, who can express individual values and visions of the self, in association with a certain type of personality. This study seeks to measure the extent to which a celebrity spokesperson's personality transfers to the brand, as well as how this transfer influences consumers, using a co-branding framework. An empirical study of two ready-to-wear fashion brands specifies the conditions of a successful endorsement: The influence of personality transfers on consumer behavior varies with the brand's reputation and the celebrity's profile. Accordingly, the authors propose a new approach for selecting brand ambassadors on the basis of their personality and in the context of a form of co-branding.</p>
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